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## DEPARTMENT OF HEALTH AND HUMAN SERVICES

**[Document Identifier: OS-0990-0281 ]**  
**[30-day notice]**

### Agency Information Collection Request. 30-Day Public Comment Request

#### **AGENCY: Office of the Secretary, HHS**

In compliance with the requirement of section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995, the Office of the Secretary (OS), Department of Health and Human Services, is publishing the following summary of a proposed collection for public comment. Interested persons are invited to send comments regarding this burden estimate or any other aspect of this collection of information, including any of the following subjects: (1) The necessity and utility of the proposed information collection for the proper performance of the agency's functions; (2) the accuracy of the estimated burden; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) the use of automated collection techniques or other forms of information technology to minimize the information collection burden.

To obtain copies of the supporting statement and any related forms for the proposed paperwork collections referenced above, e-mail your request, including your address, phone number, OMB number, and OS document identifier, to [Sherette.funncoleman@hhs.gov](mailto:Sherette.funncoleman@hhs.gov), or call the Reports Clearance Office on (202) 690-5683. Send written comments and recommendations for the proposed information collections within 30 days of this notice directly to the OS OMB Desk Officer, faxed to OMB at 202-395-6974.

Proposed Project: Prevention Communication Formative Research -Revision- OMB No. 0990-

Abstract: The information collected will be used as formative communication research to provide guidance to the development and implementation of its disease prevention and health promotion communication and education efforts, including the Physical Activity and Dietary Guidelines for Americans. It is necessary to obtain consumer input to better understand the informative needs, attitudes, and beliefs of the audience in order to tailor messages, as well as to assist with clarity, understandability, and acceptance of prototyped messages, materials, and online tools. This generic clearance request describes data collection activities involving a limited set of focus groups, individual interviews, Web-based concept and prototype testing, and usability and effects testing to establish a deeper understanding of the interests and needs of consumers and health intermediaries for disease prevention and health promotion information and tools. The program is requesting a three year clearance.

Estimated Annualized Burden Table

<b>Data Collection Task</b>	<b>Instrument/ Form Name</b>	<b># of Respondents</b>	<b># Responses/ respondent</b>	<b>Average burden/ response (in hours)</b>	<b>Total response burden (in hours)</b>
In person, in-depth interviews (consumers with limited health literacy and/or Spanish speakers)	Screeners	64	1	10/60	10.7
	Interview	16	1	1.5	24
	Confidentiality Agreement	16	1	5/60	1.3
In person, in-depth interviews (health intermediaries)	Screeners	48	1	10/60	8
	Interview	16	1	1.5	24
	Confidentiality Agreement	16	1	5/60	1.3
In-person, in-depth interviews (public)	Screeners	32	1	10/60	5.3
	Interview	16	1	1.5	24

<b>Data Collection Task</b>	<b>Instrument/ Form Name</b>	<b># of Respon dents</b>	<b># Responses/ respondent</b>	<b>Average burden/ response (in hours)</b>	<b>Total response burden (in hours)</b>
health professionals)	Confidentiality Agreement	16	1	5/60	1.3
Remote, in depth interviews (consumers with limited health literacy and/or Spanish speakers)	Screeners	64	1	10/60	10.7
	Interview	16	1	1.5	24
	Confidentiality Agreement	16	1	5/60	1.3
Remote, in depth interviews (health intermediaries)	Screeners	48	1	10/60	8
	Interview	16	1	1.5	24
	Confidentiality Agreement	16	1	5/60	1.3
Remote, in depth interviews (public health professionals)	Screeners	48	1	10/60	8
	Interview	16	1	1.5	24
	Confidentiality Agreement	16	1	5/60	1.3
In person focus groups (consumers with limited health literacy)	Screeners	280	1	10/60	46.7
	Focus Group	70	1	1.5	105
	Confidentiality Agreement	70	1	5/60	5.8
In person focus groups (health intermediaries)	Screeners	210	1	10/60	35
	Focus Group	70	1	1.5	105
	Confidentiality Agreement	70	1	5/60	5.8
In person focus groups (public health professionals)	Screeners	140	1	10/60	23.3
	Focus Group	70	1	1.5	105
	Confidentiality Agreement	70	1	5/60	5.8
Remote focus groups (consumers with limited health literacy and/or Spanish speakers)	Screeners	168	1	10/60	28
	Focus Group	42	1	1.5	63
	Confidentiality Agreement	42	1	5/60	3.5
Remote focus groups (health intermediaries)	Screeners	126	1	10/60	21
	Focus Group	42	1	1.5	63
	Confidentiality Agreement	42	1	5/60	3.5

<b>Data Collection Task</b>	<b>Instrument/ Form Name</b>	<b># of Respon dents</b>	<b># Responses/ respondent</b>	<b>Average burden/ response (in hours)</b>	<b>Total response burden (in hours)</b>
Remote focus groups (public health professionals)	Screeners	84	1	10/60	14
	Focus Group	42	1	1.5	63
	Confidentiality Agreement	42	1	5/60	3.5
In person usability and prototype testing of materials (print and Web)	Screeners	160	1	10/60	26.7
	Usability Test	40	1	1.5	60
	Confidentiality Agreement	40	1	5/60	3.3
Remote usability, prototype and concept testing	Screeners	200	1	10/60	33.3
	Web-test	50	1	1	50
	Confidentiality Agreement	50	1	5/60	4.2
In person card sorting	Screeners	120	1	10/60	20
	Card Sort	30	1	1.5	45
	Confidentiality Agreement	30	1	5/60	2.5
Web-based card sorting	Screeners	400	1	10/60	66.6
	Card Sort	100	1	.5	50
	Confidentiality Agreement	100	1	5/60	8.3
Web-based message testing	Screeners	0	0	0	0
	Web-test	115	1	1	115
	Confidentiality Agreement	115	1	5/60	9.6
Childhood Obesity Prevention communications campaign	Online consumer surveys, a telephone survey and qualitative interviews	921	1	.25	246
<b>TOTAL</b>					<b>1642.9</b>

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Keith A. Tucker

Office of the Secretary

Paperwork Reduction Act Reports Clearance Officer

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